



Call to Order:

An Executive meeting of the BIA was held on Wednesday, March 11th 2020 at the Seniors' Centre. It was officially called to order at 8:05am, presided over by Past Chair Dave Brock, with Raegan Harding as Secretary.

Attendees:

Voting members in attendance included Brad Richards, Dave Brock, Demetri Makrakos, Robin Tiller, Sue Looman, and Tina Hawkins. Chris Traczuk was not in attendance.

Approval of Minutes:

Motion **20-03-01** was made by Brad to approve the minutes of Feb 12th Executive meeting. Tina seconded. All in favour. Carried.

Actions/Main Motions:

- Chairperson, two Board spots, signing officers

Dave noted that we need a Chairperson to continue the balance of the term, until December 2020, adding that we are open to nominations. Brad suggested that Robin would be a good fit for the position, but Robin stated that she is very busy and cannot take it on right now.

It was suggested that Raegan create a call-out to members, seeking help on our Board, with a March 31st deadline. This should include a blurb about what we do, including committee responsibilities etc. It was also suggested that last month's approved minutes are included, as well as Cate's letter of resignation. It was noted that interested parties must go through the Municipal application process, since recommendations come to us from Council at town hall. There was some discussion about posting this call-out to our BIA website and possibly the Municipality of Strathroy-Caradoc website as well. The possibility of holding a 'special meeting' was also discussed, with no definite resolution.

Motion **20-03-02** was made by Brad for resolution to appoint Tina Hawkins as a Strathroy BIA signing officer, replacing Cate O'Neill. Sue seconded. All in favour. Carried.

- Hometown Festival - sponsorship

Motion **20-03-03** was made by Robin to earmark approximately \$500 to sponsor the horse & wagon rides at this year's Hometown Festival. Demetri seconded. All in favour, carried.

- Victorian Christmas - Market

There was plenty of discussion on how we want this year's Victorian Christmas to run. Considerations were made about whether we want to continue our BIA involvement with the Market component of the event, perhaps forging a partnership of sorts with a contractual agreement. It was suggested that we could possibly arrange a walking tour (i.e., ice sculptures) on Front Street, with no vendors, and run the retail portion of the Market on Frank Street only. Or do we want to return to the first year format, with streets wide open to vehicular traffic and no vendors that aren't BIA members on-site? There's a lot to discuss and Dave suggested waiting until the next Market meeting has taken place, as he also sits on that Board as a representative of the BIA.

- Construction timeline/update

The 2020 Caradoc Street Reconstruction project work has been awarded to Omega Contractors Inc. and construction is scheduled to begin in April with road, sewer and water improvements. The scope of work is as follows:

- Traffic signal improvements at Metcalfe Street and at Front Street
- New beautification features in select boulevard areas between Metcalfe Street and Front Street
- Centre Street from Caradoc Street to approximately 30m west of Caradoc Street – paving and storm sewer improvements
- Caradoc Street from approximately 80m south of English Street/Maitland Terrace to Garden Lane – improved roadworks, storm sewer, sanitary sewer and watermain

Along with other incidental work, noting that business directory signage will be installed during each stage of the roadwork and 24hrs notice will be provided for disruptions (i.e., driveway access, water, etc.).

There's a Caradoc Street Reconstruction project public open house tomorrow evening at town hall, wherein plans will be unveiled. Raegan plans to attend and will report back but more info is also available at News and Notice Section of the Municipality of Strathroy-Caradoc web-site:

<http://www.strathroy-caradoc.ca/Modules/News/search.aspx> or you can also contact: George Elliott, Municipality of Strathroy-Caradoc 519-245-1105 ext.270 for further information.

Officers' Reports:

Treasurer's Report -

Dave noted that the BIA account balance sits at \$54,310.94, as of approximately February 29th. Sue recommended that the budget sheet is sent out with the Executive meeting agenda package on a monthly basis so that there's some time to review it and ask questions, etc.

Motion **20-03-04** was made by Dave to accept the BIA financial statement as presented. Sue seconded. All in favour. Carried.

Promotions report -

Tina has recently travelled to Italy and was inspired by a display of miniature landmark replicas, suggesting we could do something similar to this in our downtown. Raegan will look into this as she thinks it's a great idea and could even be used in conjunction with a contest/giveaway.

Beautification report -

It was noted that the flower order for bridge baskets and hangers has been placed, which will include Dragon Wing red begonias, Creeping Jenny, and Wandering Jew. We have also ordered canna lilies for the large parkette planters.

General Manager's report -

The usual tasks have been accomplished, including but not limited to accounts payable & receivable, various administrative functions (email & MailChimp campaigns, meeting agendas, minutes, and reports etc.) as well as social media and website maintenance and CTV account management etc. Raegan noted that Middlesex County's Department of Economic Development and Tourism is introducing its "Experience the Unexpected" program in May. This hands-on learning program, to be held at the Komoka Wellness Centre, exclusively for Middlesex County tourism providers, will introduce attendees to inspiring, out-of-the-box ideas of how to expand business, events, and minds to new possibilities. It will run all day, 8am - 5pm, on Tuesday, May 5th, 2020 costing \$85 which includes breakfast, snacks, lunch, and refreshments as well as a tote bag containing curriculum of all the lesson plans along with personalized reflection worksheets, a journal and resources that will further guide you in creating new experiences for your business, creating connections with both community & customers.

Communications -

Robin noted that there was no communications meeting in February as she was away. She did suggest moving next month's Executive to April 1st though, in efforts to expedite and review the selection of new Board member(s)

Business Advocacy -

Demetri noted that results will be in soon from the Downtown Master Plan & CIP survey, which was asked to be completed by March 10th, 2020. He also noted that the Voyago transportation initiative for intercity bus service between Sarnia, Strathroy-Caradoc and London, is still set to begin April 1st.

Other:

Next Meeting(s) Executive meeting Weds, April 1st, 2020 (date moved up to address Board selection)

Adjournment:

Motion **20-03-05** was made by Demetri to adjourn at 9:34am. Brad seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____